

## ORDER



KLAS

**Orders**  
**Order / Rev:** 37676  
**Alt Order #:** 08887811  
**Product Desc:** OBAMA/P/D  
**Estimate:** 2189  
**Flight Dates:** 10/23/12 - 11/06/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** GMMB  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Obama, Barack D-President  
**Demographic:** A35+  
**Product Codes:** PO1  
**Priority:** LV2  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	23	\$27,775.00	\$23,608.75
10/29/12	11/05/12	25	\$44,155.00	\$37,531.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	23	\$27,775.00	\$23,608.75	0.00
November 2012	25	\$44,155.00	\$37,531.75	0.00
<b>Totals</b>	<b>48</b>	<b>\$71,930.00</b>	<b>\$61,140.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$71,930.00
Market	100%	\$239,766.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$59,941.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$11,988.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/23/12	11/05/12	The Talk 2-3P The Talk	CM	2-3p	MTWTF--	:30	2	\$1,315.00	LV2	0.00	NM	4	\$5,260.00
THE TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		2				\$1,315.00		0.00			
		Week: 10/30/12	11/05/12	MTWTF--		2				\$1,315.00		0.00			

Advertiser:	Obama, Barack D-President
Product Desc:	OBAMA/P/D
Estimate:	2189

**KLAS**

<b>Totals</b>	<b>48</b>	<b>\$71,930.00</b>
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